



October 17, 2018

Ex Parte  
**VIA ECFS**

Eric Burger, Chief Technology Officer  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

Re: Competition and Rules Guidance for 5G NR - Unlicensed and Shared Spectrum

On October 16, 2018, Alexander Vishnev, Blake Ellman, Michael Tangora and the undersigned (collectively, the "Armit Co. | EarthSmart Networks representatives"), met with Chief Technology Officer, Eric Burger via teleconference to discuss the position of the company in the above referenced subject.

Armit Co. | EarthSmart Networks headquartered in Norwood, New Jersey, is an IoTSP (Internet of Things) Service Provider and offers a comprehensive range of Internet of Things (IoT) connected products and related services. The representatives discussed the company's background and future plans to build-out its network coverage areas through shared, licensed and unlicensed spectrum. The company is encouraged with the speed and attention given to the 5G NR licensed spectrum but expressed its concerns for regulation uncertainty in the shared and unlicensed spectrums.

The lack of regulation uncertainty makes it difficult for start-up companies, which are overwhelmingly, non-dominant market players to take a long view and preform critical basic business planning. This puts the company and all start-up companies in the IoT space at a massive disadvantage. The larger market players have the capital to drive policy, collect massive chunks of spectrum, and create exclusive clubs for spectrum holders. Rightfully so, as these players risk their capital to do so, but the reward is having the ability to approach the market with the ultimate-power - as the creators and manufacturers of future IoT services.

The company also discussed its concerns that this lack of guidance will erect un-necessary barriers to investment. As the company is speaking with investors, the uncertainty, over what the rules will be are front and center, as one-of, or the-largest risk factor with capital investment. Start-up companies have historically driven innovation as those who have seen the possibilities before they became obvious. Lack of capital investment stifles innovation.

For IoT start-up companies, having a regulatory playbook is critical to foster innovation and deliver the services to provide benefit for industry, enterprise and consumers.

Best regards,

\_\_\_\_\_/s/\_\_\_\_\_  
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